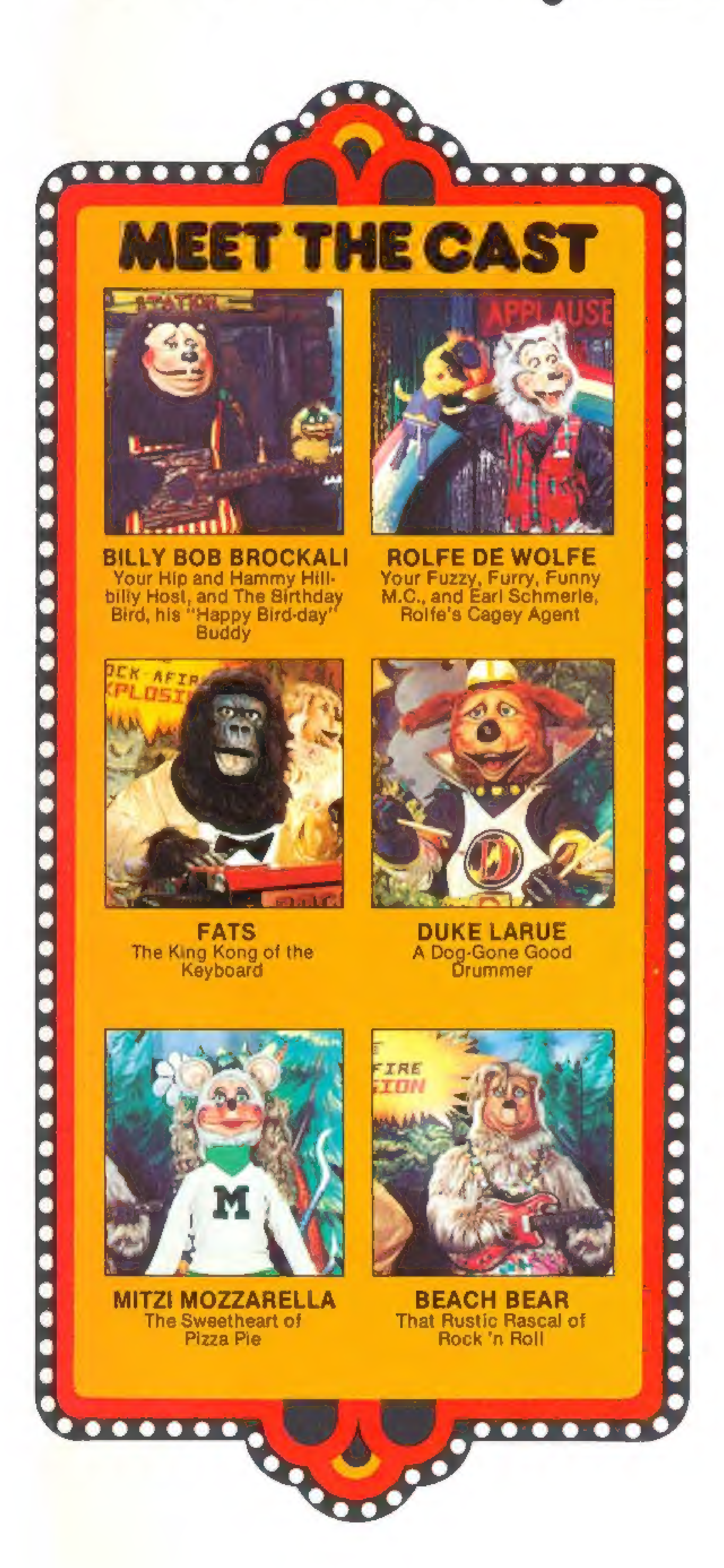
SHOWBIZ PIZZA PLACE℠



COME FOR THE PIZZA, STAY FOR THE FUN!

PIZZA, GAMES & ELECTRONIC FUN!



"The Rock-Afire Explosion!" They sing. They joke. They're almost human.

And to wide-eyed youngsters, Billy Bob, Rolfe de Wolfe, Duke LaRue, Fats, Mitzi Mozzarella and the whole zany crew are very special friends who make ShowBiz Pizza Place® a vacation event close to home.

These inhumanly real 3-D electronimated characters star in a totally different show every few minutes at ShowBiz Pizza Place.

And it's all done with music synchronized to the animated movements—a life-like animation made possible by Electronimation®, the brainchild of youthful inventor Aaron Fechter, who combines a rare talent for both showmanship and mechanical genius.

"Come for the Pizza . . . Stay for the Fun!" That's the ShowBiz Pizza Place theme—and it's backed up by a quality menu, Fechter's fantastic electronimated show, a unique Sports Room, group party facilities and over 50 new electronic games for every age.

The company's first pilot store in Kansas City, Missouri, opened to overwhelmingly favorable response. Since then two more stores have opened in Kansas City, plus new locations in Florida, Oklahoma, Iowa, Kansas, Colorado, Illinois and Louisiana. Additional ShowBiz Pizza Places are opening at the rate of three to four per month throughout the Midwest and Southeast.

THE SPORTS ROOM

GREAT PIZZA

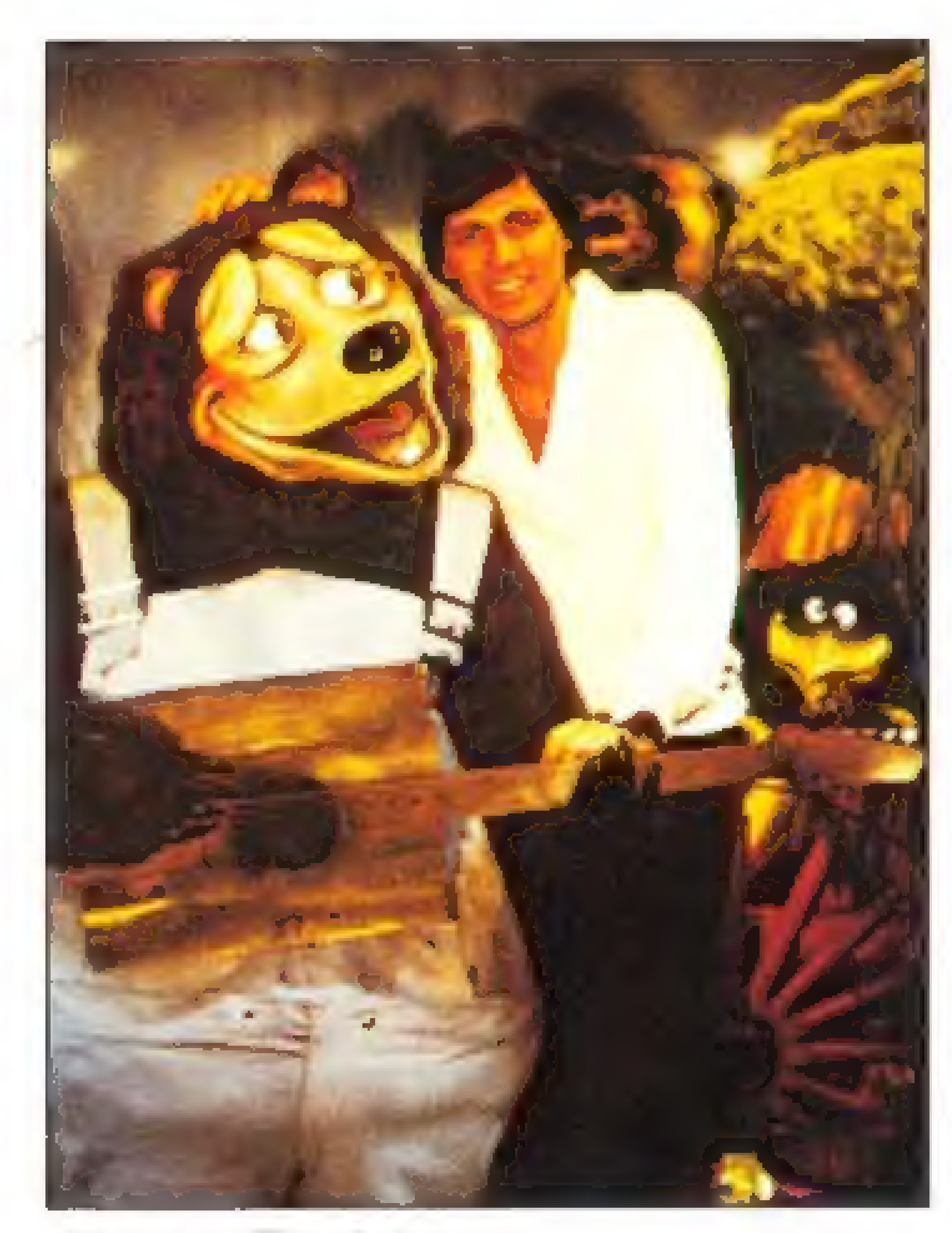
KIDS' PLAY AREA

OVER 50 NEW ELECTRONIC GAMES

GREAT FOR BIRTHDAYS



Robert L. Brock



Aaron Fechter

ShowBiz Pizza Place, Inc.,® is a subsidiary of Brock Hotel Corporation, 80% owned by Brock Hotel Corporation and 20% by Creative Engineering, Inc.

Brock Hotel Corporation operates 55 hotels in 20 states, all of which are either owned or leased by the company.

In 1979, the company reported net earnings after taxes of $6.4 million. It marked the fifth consecutive year earnings increased by more than 35%.

The company (formerly called Topeka Inn Management, Inc.) is headed by founder Robert L. Brock, who built two Holiday Inns in Kansas 25 years ago. He and his former partner, Ed Linquist, have developed more franchised hotels than any other franchise holder in the lodging industry.

ShowBiz Pizza Places are a natural extension of the company's highly successful background in food sales and family entertainment.

Brock Hotel Corporation is the leading national developer of Holidome Fun Centers. The company also operates a number of successful resort properties, theme restaurants, and disco lounges.

Creative Engineering, Inc., is an Orlando, Florida, company headed by Aaron Fechter, the 27-year-old inventor of Electronimation® characters who star in ShowBiz Pizza Places.

Fechter graduated from the University of South Florida at 19, and at the age of 21 built his first Electronimation show and began assembling his current team of people, whose skills range from computer programming to costume design.

Fechter has long shown signs of the mechanical genius it requires to engineer such amazing animation of three-dimensional characters. At 4, he took radios apart. At 5, he put them back together again. At 11, he had a TV repair business but, he says, "I had to close that down because I couldn't lift the sets!"

The brilliant young inventor of Electronimation is excited about the future of ShowBiz Pizza Places. "Good fun and good food—how can it miss?"

SHOWBIZ PIZZA PLACE INC. ℠



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SHOWBIZ PIZZA PLACE
1980 FRANCHISE BROCHURE

(UPDATED ROCK-AFIRE VERSION)

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